



WXYZ

ORDER

Print Date 10/26/12

Page 1 of 4

Flight Dates **10/23/12-10/29/12**

Contract / Revision **314324 /**

Original Date / Revision
10/10/12 10/10/12

Advertiser **MI Energy MI Jobs**

Agency **Byrum & Fisk**

Buying Contact

**1322 G Street SE
Washington, DC 20003**

Product

MI Energy MI Jobs Week 2 Add

Agency Com 15%

Billing Contact

**1322 G Street SE
Washington, DC 20003**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **1749**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority P-4

Advertiser Ref

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share 30% Market Value 373666

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WADL	%	0
WDIV	25%	93416
WDWB	%	0
WJBK	25%	93416
WKBD	%	0
WLPC	%	0
WPXD	%	0
WTVS	%	0
WWJ	20%	74733

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	54	\$82,790.00	\$97,400.00	0.00	10/01/12	10/28/12	54	\$82,790.00	\$97,400.00
November 2012	11	\$12,495.00	\$14,700.00	0.00	10/29/12	10/29/12	11	\$12,495.00	\$14,700.00
Totals	65	\$95,285.00	\$112,100.00	0.00					

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 1	WXYZ	10/23/12	10/26/12	5am News M-F 5am News M-F	CM	5-6am M-F	- TWTF - -	:30	4	\$900.00	FX	0.00 NM	4	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	- TWTF - -			4		\$900.00		0.00			
E 2	WXYZ	10/29/12	10/29/12	5am News M-F 5am News M-F	CM	5-6am M-F	M - - - - -	:30	1	\$900.00	FX	0.00 NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	M - - - - -			1		\$900.00		0.00			
E 3	WXYZ	10/23/12	10/26/12	6am News M-F Action News 6am	CM	6-7am M-F	- TWTF - -	:30	4	\$2,000.00	FX	0.00 NM	4	\$8,000.00



WXYZ

Print Date: 10/26/12

Page 2 of 4

Contract / Revision **314324** Flight Dates **10/23/12-10/29/12**

Hiatus Dates

Original Date / Revision 10/10/12/ 10/10/12

Order Sep 00:20:00

Advertiser **MI Energy MI Jobs**

Product **MI Energy MI Jobs Week 2** Estimate # **1749**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 3	WXYZ	10/23/12	10/26/12	6am News M-F Action News 6am	CM	6-7am M-F	- TWTF - -	:30	4	\$2,000.00	FX	0.00	NM	4	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	- TWTF - -					4	\$2,000.00		0.00			
E 4	WXYZ	10/29/12	10/29/12	6am News M-F Action News 6am	CM	6-7am M-F	M - - - - -	:30	1	\$2,000.00	FX	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	M - - - - -					1	\$2,000.00		0.00			
E 5	WXYZ	10/23/12	10/26/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	- TWTF - -	:30	4	\$2,000.00	FX	0.00	NM	4	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	- TWTF - -					4	\$2,000.00		0.00			
E 6	WXYZ	10/29/12	10/29/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	M - - - - -	:30	1	\$2,000.00	FX	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	M - - - - -					1	\$2,000.00		0.00			
E 7	WXYZ	10/27/12	10/27/12	Action News SAT 6am Action News SAT 6am	CM	SAT 6-7am	- - - - - S -	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	- - - - - S -					1	\$500.00		0.00			
E 8	WXYZ	10/27/12	10/27/12	GMA SAT 7-8am GMA SAT 7-8am	CM	SAT 7-8am	- - - - - S -	:30	1	\$900.00	FX	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	- - - - - S -					1	\$900.00		0.00			
E 9	WXYZ	10/27/12	10/27/12	SA 8-10am Action News SA 8-10am Action News	CM	8-10a	- - - - - S -	:30	1	\$900.00	FX	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	- - - - - S -					1	\$900.00		0.00			
E 10	WXYZ	10/28/12	10/28/12	Action News SUN 8am Action News SUN 8am	CM	Sun 8-930am	- - - - - S	:30	1	\$900.00	FX	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	- - - - - S					1	\$900.00		0.00			
E 12	WXYZ	10/28/12	10/28/12	This Week SUN 10am This Week SUN 10am	CM	Sun 10-11am	- - - - - S	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	- - - - - S					1	\$3,000.00		0.00			
E 13	WXYZ	10/23/12	10/26/12	M-F 9a-10a M-F 9a-10a	CM	9-10am M-F	- TWTF - -	:30	4	\$1,000.00	FX	0.00	NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	- TWTF - -					4	\$1,000.00		0.00			
E 14	WXYZ	10/29/12	10/29/12	M-F 9a-10a M-F 9a-10a	CM	9-10am M-F	M - - - - -	:30	1	\$1,000.00	FX	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	M - - - - -					1	\$1,000.00		0.00			
E 15	WXYZ	10/23/12	10/26/12	M-F 10a-11a M-F 10a-11a	CM	10-11am M-F	- TWTF - -	:30	4	\$800.00	P-2	0.00	NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	- TWTF - -					4	\$800.00		0.00			
E 16	WXYZ	10/29/12	10/29/12	M-F 10a-11a M-F 10a-11a	CM	10-11am M-F	M - - - - -	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	M - - - - -					1	\$800.00		0.00			



WXYZ

Print Date: 10/26/12

Page 3 of 4

Contract / Revision **314324** Flight Dates **10/23/12-10/29/12**

Hiatus Dates

Original Date / Revision 10/10/12/ 10/10/12

Order Sep 00:20:00

Advertiser **MI Energy MI Jobs**

Product **MI Energy MI Jobs Week 2** Estimate # **1749**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 16	WXYZ	10/29/12	10/29/12	M-F 10a-11a M-F 10a-11a	CM	10-11am M-F	M-----	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	M-----					1	\$800.00		0.00			
E 19	WXYZ	10/23/12	10/26/12	12-1pm M-F 12-1pm	CM	12-1pm	-TWTF--	:30	4	\$1,200.00	FX	0.00	NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	-TWTF--					4	\$1,200.00		0.00			
E 20	WXYZ	10/29/12	10/29/12	12-1pm M-F 12-1pm	CM	12-1pm	M-----	:30	1	\$1,200.00	FX	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	M-----					1	\$1,200.00		0.00			
E 21	WXYZ	10/23/12	10/26/12	M-F 1p-2p The Chew	CM	1-2pm M-F	-TWTF--	:30	4	\$1,200.00	FX	0.00	NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	-TWTF--					4	\$1,200.00		0.00			
E 22	WXYZ	10/29/12	10/29/12	M-F 1p-2p The Chew	CM	1-2pm M-F	M-----	:30	1	\$1,200.00	FX	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	M-----					1	\$1,200.00		0.00			
E 23	WXYZ	10/23/12	10/26/12	M-F 2p-3p 2-3pm General Hospital	CM	2-3pm M-F	-TWTF--	:30	4	\$1,200.00	FX	0.00	NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	-TWTF--					4	\$1,200.00		0.00			
E 24	WXYZ	10/29/12	10/29/12	M-F 2p-3p 2-3pm General Hospital	CM	2-3pm M-F	M-----	:30	1	\$1,200.00	FX	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	M-----					1	\$1,200.00		0.00			
E 25	WXYZ	10/23/12	10/26/12	M-F 3p-4p M-F 3p-4p	CM	3-4pm M-F	-TWTF--	:30	4	\$1,000.00	P-3	0.00	NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	-TWTF--					4	\$1,000.00		0.00			
E 26	WXYZ	10/29/12	10/29/12	M-F 3p-4p M-F 3p-4p	CM	3-4pm M-F	M-----	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	M-----					1	\$1,000.00		0.00			
E 27	WXYZ	10/23/12	10/26/12	M-F 4-5pm Dr. Oz	CM	4-5pm M-F	-TWTF--	:30	4	\$1,400.00	FX	0.00	NM	4	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	-TWTF--					4	\$1,400.00		0.00			
E 28	WXYZ	10/23/12	10/26/12	5p News 5-6pm M-F	CM	5-6pm M-F	-TWTF--	:30	4	\$2,000.00	FX	0.00	NM	4	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	-TWTF--					4	\$2,000.00		0.00			
E 29	WXYZ	10/29/12	10/29/12	5p News 5-6pm M-F	CM	5-6pm M-F	M-----	:30	1	\$2,000.00	FX	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	M-----					1	\$2,000.00		0.00			
E 38	WXYZ	10/23/12	10/23/12	Tuesday Prime A Tuesday Prime A	CM	8-9pm Tuesday	-T-----	:30	1	\$20,000.00	FX	0.00	NM	1	\$20,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/23/12	-T-----					1	\$20,000.00		0.00			



WXYZ

Print Date: 10/26/12

Page 4 of 4

Contract / Revision **314324** Flight Dates **10/23/12-10/29/12**

Hiatus Dates

Original Date / Revision 10/10/12/ 10/10/12

Order Sep 00:20:00

Advertiser **MI Energy MI Jobs**

Product **MI Energy MI Jobs Week 2** Estimate # **1749**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals		
														Spots	Amount	
E 38	WXYZ	10/23/12	10/23/12	Tuesday Prime A Tuesday Prime A	CM	8-9pm Tuesday	-T-----	:30	1	\$20,000.00	FX	0.00	NM	1	\$20,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/23/12	10/29/12	-T-----					1	\$20,000.00		0.00				
E 39	WXYZ	10/25/12	10/25/12	Thursday Prime A Thursday Prime A	CM	8-9pm Thursday	---T---	:30	1	\$7,000.00	FX	0.00	NM	1	\$7,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/23/12	10/29/12	---T---					1	\$7,000.00		0.00				
E 40	WXYZ	10/26/12	10/26/12	Friday Prime A Friday Prime A	CM	8-9pm Friday	----F--	:30	1	\$4,000.00	P-2	0.00	NM	1	\$4,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/23/12	10/29/12	----F--					1	\$4,000.00		0.00				
N 41	WXYZ	10/28/12	10/28/12	Action News SUN 6am Action News SUN 6am	CM	SUN 6-7am	-----S	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/23/12	10/29/12	-----S					1	\$500.00		0.00				
N 42	WXYZ	10/28/12	10/28/12	GMA SUN 7-8am GMA SUN 7-8am	CM	SUN 7-8am	-----S	:30	1	\$900.00	FX	0.00	NM	1	\$900.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/23/12	10/29/12	-----S					1	\$900.00		0.00				
N 43	WXYZ	10/29/12	10/29/12	M-F 4-5pm Dr. Oz	CM	4-5pm M-F	M-----	:30	1	\$1,400.00	FX	0.00	NM	1	\$1,400.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/23/12	10/29/12	M-----					1	\$1,400.00		0.00				
														Totals	65	\$112,100.00